

What is claimed is:

1. An imaging apparatus comprising:

an imaging device to photograph an image of an object and
convert said image of the object into an electronic image signal;

5 a feature-detection device to detect a feature for a white balance
control in accordance with said electronic image signal; and

a white balance control device to carry out the white balance
control based on a result of said feature detection device;

said imaging apparatus further comprising;

10 a device to select a zoom area of the image signal by said imaging
device;

a device to display the image signal of the area selected by said
zoom area selection device; and

a device to select an area to conduct the feature detection for said
15 white balance control, wherein

said feature detection area selection device conducts the selection
of said feature detection area in accordance with the area photographed
by said imaging device and the area selected by said zoom area selection
device.

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2. An imaging apparatus according to claim 1, wherein said white
balance control device is adapted to be capable of selecting as to whether
the feature detection area selected by said feature detection area
selection device and the zoom area selected by said zoom area selection
25 device are an identical area or not.

3. An imaging apparatus according to claim 2, wherein said feature

detection device divides said feature detection area into several areas, and conducts a feature detection in each divided area respectively, wherein

5 said white balance control device conducts the white balance control without using a result of a feature detection for an area which is not included in said zoom area, when a mode which matches said zoom area and said feature detection area is selected, and conducts the white balance control with a result of a feature detection from all area photographed by said imaging device when a mode which does not match
10 with said zoom area and said feature detection area is selected.

4. An imaging apparatus according to claim 3, wherein said feature detection device divides said feature detection area into several areas, and conducts a feature detection in each divided area respectively; and
15 wherein the imaging apparatus further comprises;
 a weighting setup device to set an influence degree of the white balance control to data in each area within said feature detection area, and wherein

 said white balance control device conducts a weighting to a result
20 of the feature detection in said each area in accordance with the weighting set by said weighting setup device, and conducts the white balance control by use of said weighted result of the feature detection when the mode which does not match with said zoom area and said feature detection area is selected.

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5. An imaging apparatus according to claim 1, wherein said feature detection device divides said feature detection area into several areas,

and conducts a feature detection in each divided area respectively; and wherein the imaging apparatus further comprises;

a weighing setup device to set an influence degree of the white balance control to data in each area within said feature detection area, wherein

said weighting setup device sets equally a weighting for a result of a feature detection in an area, which is not included in said zoom area, and the weighing for a result of a feature detection within said zoom area when a macro mode or a portrait mode is used as a photographing mode and wherein

said white balance control device conducts the weighting to the result of the feature detection in said each area in accordance with the weighting set by said weighting setup device, and conducts the white balance control by use of said weighted result of the feature detection.

6. An imaging apparatus according to claim 4, wherein said weighting setup device sets equally the weighting for a result of a feature detection in an area which is not included in said zoom area and the weighting for a result of a feature detection within said zoom area when a macro mode or a portrait mode is selected as a photographing mode, wherein

said white balance control device conducts the weighting to the result of the feature detection in said each area in accordance with the weighting set by the said weighting setup device, and conducts the white balance control with said weighted result of the feature detection.

7. An imaging apparatus according to claim 1, wherein said feature

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detection device divides said feature detection area into several areas,
and conducts a feature detection in each divided area respectively; and

wherein said imaging apparatus further comprises;

a weighting setup device to set an influence degree for the white
5 balance control to data in each area within said feature detection area,
wherein

said weighting setup device sets the weighting for a result of a
feature detection in an area, which is not included in said zoom area,
lower than a result of a feature detection within said zoom area if a light
10 source of a high brightness is included in the result of the feature
detection in the area which is not included in said zoom area, and
wherein

said white balance control conducts the weighting to the result of
the feature detection in said each area in accordance with the weighting
15 set by said weighting setup device, and conducts the white balance
control by said weighted result of the feature detection.

8. An imaging apparatus according to claim 4, wherein said
weighting setup device sets the weighting for a result of feature
20 detection in an area, which is not included in said zoom area, lower than
a result of feature detection within said zoom area if a light source of a
high brightness is included in the result of the feature detection in the
area which is not included in said zoom area, wherein

said white balance control device conducts the weighting to the
25 result of the feature detection in said each area in accordance with the
weighting set by said weighting setup device, and conducts the white
balance control with said weighted result of the feature detection .

9. An imaging apparatus according to claim 6, wherein said weighting setup device sets the weighting for the result of the feature detection in the area, which is not included in said zoom area, lower than
5 the result of the feature detection within said zoom area, wherein

said white balance control device conducts the weighting to the result of the feature detection in said each area in accordance with the weighting set by said weighting setup device, and conducts the white balance control with said weighted result of the feature detection.

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10. An imaging apparatus according to claim 1, wherein it further comprises;

a live view function for confirming a flaming of electronic zoom until a time of photographing, and wherein

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an operation result of said feature detection area selection device and a result of a white balance processing depending on a specific photographing condition are confirmed by a live view screen with a condition displaying said live view screen by said display device.

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11. An imaging apparatus according to claim 2, wherein it further comprises;

a live view function for confirming a flaming of electronic zoom until a time of photographing, wherein

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an operation result of said feature detection area selection device and a result of a white balance processing depending on a specific photographing condition are confirmed by a live view screen with a condition displaying said live view screen by said display device.

12. An imaging apparatus according to claim 3, wherein it comprises;

a live view function for confirming a flaming of electronic zoom
until a time of photographing, wherein

an operation result of said feature detection area selection device
and a result of white balance processing depending on a specific
photographing condition are confirmed by a live view screen with a
condition displaying said live view screen by said display device.

13. An imaging apparatus according to claim 4, wherein it further comprises;

a live view function for confirming a flaming of electronic zoom
until a time of photographing, wherein

an operation result of said feature detection area selection device
and a result of a white balance processing depending on a specific
photographing condition are confirmed by a live view screen with a
condition displaying said live view screen by said display device.